

SAN FRANCISCO OFFICE
June 25, 2006

Project Number: 100029

To: Valerie Knepper, MTC

From: Lisa Young/Bill Hurrell

Subject: Case Study Work Scope – City of San Rafael

The following memorandum presents a proposed work scope for the City of San Rafael Case Study. Based on the initial case study questionnaire and a preliminary meeting with City Staff on May 10, 2006, San Rafael's goals for this case study include:

- **Identify costs for maximizing the use of parking areas for public parking and mixed use development**
- **Determining the effects of unbundling on commercial development**
- **Optimize use of land for parking and housing**
- **Review and evaluate potential new parking policies for the City Council**

The City is interested in maximizing use of their current surface parking lot sites and understanding the trade-offs of retaining parking supplies while adding to the sites new mixed-use developments. As such, the San Rafael Case Study will focus on a feasibility study of parking strategies which can prepare the City for future infill development on surface lots and partner with the private sector for better utilization of land used for parking.

The following steps are proposed:

- 1) Kick-off meeting to include review of the City of San Rafael's goals, site visit, discussion of parking and land use data resources, and a review of the scope of work.
- 2) Define study areas. In general, the proposed study areas are within the downtown core as well as the Northgate Mall/Marin Civic Center area.
 - The downtown core is defined as south of Mission Avenue, east of E Street, west of Hetherington Street and north of Second Street. For data collection purposes, representative on-street parking observations will be conducted on Second and Third Streets and Tamalpais Street between Third and Fourth Streets. Public off-street parking facilities in the downtown area will also be observed such as the "B" Street parking garage.
 - The Northgate Mall is generally defined as south of Las Gallinas Avenue, east and north of Northgate Drive and west of Los Ranchitos Road. The area also extends east

to the Marin Civic Center area on the southeast corner of Civic Center Drive and McInnis Parkway.

- 3) Review and confirm existing parking inventories based on available information (provided by City Staff). The parking inventories would include parking spaces within representative on-street areas and in the public off-street parking facilities for the downtown core. Parking space designations and pricing information will also be noted (e.g. metered, time restrictions, handicapped and permitted spaces as available). This information will also be confirmed by field observations. In addition, information regarding the current cost of parking for short- and long-term, monthly parking programs, and on- and off-street parking will be documented.
- 4) Compile existing parking utilization data including occupancy, duration, and turnover for on-street parking and select off-street facilities during the Friday and Saturday evening period (7:00 PM to 9:00 PM). Other parking utilization information for the Northgate Mall area may be obtained from recent studies for the General Plan 2020 EIR (2004). WSA staff will “spot check” to confirm this data for accuracy.
- 5) Evaluate the feasibility of future infill development on surface lots downtown and future mixed-use development on the Northgate Mall parking lot. WSA will assess the effects of smart growth parking programs (e.g. unbundling parking, shared parking) on commercial development to optimize use of land for parking. WSA will also identify costs/revenues and the financial feasibility of new parking facilities.
- 6) Thoroughly review the existing reports/information available for the downtown core and Northgate Mall/Marin Civic Center study areas, including the General Plan 2020 (adopted in November 2004), and the Sonoma Marin Area Rail Transit (SMART) Cloverdale to Larkspur Rail Station Plans. WSA will use information from these studies to understand San Rafael’s implementation history, evidence of stakeholder acceptance and cost implications for developing smart growth parking policies.
- 7) WSA will interview various stakeholders including but not limited to the Downtown Business Improvement District, Chamber of Commerce, Ecumenical Association of Housing, League of Women Voters, public parking users, Federation of San Rafael Neighborhoods, and the North San Rafael Coalition of Residents to understand their perspectives on San Rafael’s potential parking policies.
- 8) Based on the previous steps, a parking profile for the two San Rafael study areas will be developed. A memorandum describing findings of existing parking utilization, feasibility of infill and mixed-use development on existing parking facilities, existing City policies and future transit goals, and stakeholder participation will be presented for the downtown core and the Northgate Mall/Marin Civic Center areas.
- 9) This information will be used to form smart growth and TOD parking strategies which are applicable and site specific for each study area. These may include but not be limited to:

- Residential/employee permits (for both sites)
- Review of existing parking minimums for Northgate Mall
- Potentials parking policies linked to existing and future transit hubs
- Potential reduce minimums in Northgate Mall area with SMART transit hub